



BCCCP News

Summer 2002

Official Newsletter for the Missouri Breast and Cervical Cancer Control Project (BCCCP)
Web site: www.dhss.state.mo.us/bcccpweb.welcome.htm

First Lady to be BCCCP Spokesperson

First Lady Lori Hauser Holden has accepted the invitation to be the on-air spokesperson for BCCCP in an up-coming radio campaign.

Bill Gordon, BCCCP Public Education Coordinator, worked with Nia Ray, Chief of Staff for the First Lady, and Melody Voris of Learfield Communications, Inc. in Jefferson City to coordinate the recording session. Learfield Communications, Inc. will edit the recording session into several 30-second and 60-second advertisements.

The ads will be distributed by Learfield's



First Lady Lori Hauser Holden recording ads promoting BCCCP and the importance of regular screening for early detection of breast and cervical cancer.

Brownfield Network to 49 stations throughout Missouri and through Pollack Broadcasting to four stations in southeast Missouri.

The radio ads will in September, allowing providers to schedule appointments for October 2002, under new grant funding. ■

Missouri Invited to Present at National Meeting

Bruce Jenkins, BCCCP Program Manager, and Joan Wilkerson, BCCCP Surveillance Coordinator, attended the 2002 National Breast and Cervical Cancer Early Detection Program (NBCCEDP) Data Manager Meeting held in Boston, Massachusetts, on May 29, 30, and 31.

At the time of the meeting, there were approximately 36 NBCCEDP programs in various stages of implementing the Breast and Cervical Cancer Treatment Act in their State, tribe or territory.

Missouri's BCCCP was one of three states invited to give a presentation detailing the procedure and impact of the Breast and Cervical Cancer Treatment Act since implemented in Missouri in August 2001. ■

**The National
Breast and Cervical
Cancer Early
Detection Program**



BCCCP News

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Reader comments and suggestions are welcome. BCCCP invites you to submit articles, information and photographs related to the topics of breast and cervical cancer outreach, support, screening, diagnosis and treatment for publication in this newsletter.

The BCCCP goal is to reduce morbidity and mortality due to breast and cervical cancers by providing early detection through screening services.





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Alternate forms of this publication for persons with disabilities may be obtained by contacting the Missouri Department of Health and Senior Services, Division of Chronic Disease Prevention & Health Promotion. Hearing impaired citizens telephone 1-800-735-2966 EEO/AAP Services provided on a nondiscriminatory basis.






Program Changes & Revisions

When Grant Year 11 funding begins on September 30, 2002, there will be some exciting new changes and revisions to the BCCCP program. If you have any questions after reading the summary of the changes and revisions listed below, please call the BCCCP office at 573-522-2845 and our staff will be glad to help you.

Revisions to Existing Policies

-  A woman, 18-49 years of age, who has “*never had a Pap test*” or has “*rarely or never had a cervical screening*” can be directly enrolled into and screened utilizing BCCCP funds.* She should not be enrolled into Title V or Title X Family Planning. This policy change is meant to directly enroll a woman into BCCCP who is at high risk for cervical cancer and to meet the CDC Program Indicators. * *Rarely or never screened is defined as a woman having not had a Pap test in the past five years and this is her initial BCCCP screening.*
-  Following an abnormal CBE screening reported as “*suspicious for cancer*,” BCCCP will no longer reimburse for a “*Repeat CBE*” as one of the two diagnostic tests required to close a client’s case when the other diagnostic test was a mammogram, reported as “*negative or benign*.”
-  The 2001 Bethesda System has made significant changes to the cervical diagnosis terminology. The 2002-2003 Provider Manual the reporting forms will use the 2001 Bethesda System, so please review them closely when you receive them. (For additional information about the 2002 Bethesda system, see page 6 of the newsletter.)
-  The BCCCP Advisory Board determined that BCCCP will not reimburse for a Pap test if it is done in conjunction with a colposcopy.

Exciting New Changes

-  Providers may be reimbursed \$20.00 per client, per grant year, for a *Referral Administrative Fee* when the provider receives referrals from outside of BCCCP. Providers must fill out a BCCCP Screening and/or Diagnostic reporting form and submit it to BCCCP as “*reporting only*.” This fee will also offset costs to providers when making appointments for diagnostic tests.
-  BCCCP will reimburse for HPV testing, at the regular Pap test rate, following a Pap smear result of “*ASC-US*” or worse. Either a ThinPrep® Pap test or Digene® HPV collection kit must be used.
-  Quarterly, providers will receive a *Provider Progress Report (PPR)*. Information provided by the PPR will compare the state average and your facility to the CDC Minimum Data requirements and Outcome Measures, which Missouri is required to meet to maintain adequate funding from CDC.
-  BCCCP obtained funding to develop a web-based software application that will allow providers to electronically submit client data, reporting forms, and invoices. The goal is to develop a user-friendly program, reducing submission and review time and resulting in rapid payments to our providers. The estimated completion date of this program is 2004.
-  A pilot project is being tested by twenty, statewide providers to conduct one-on-one outreach and recruitment activities of women 50-64 years of age who are eligible for BCCCP. Each outreach and recruitment activity chosen by the provider will be evaluated for its level of success in recruiting BCCCP-eligible women. The information learned from this project will be made available to all providers to assist them in successful recruiting efforts to enroll more BCCCP eligible women.

"Rural Missouri" Honored for Contributions to BCCCP

At the June 28th Advisory Board meeting, Jim Kelly, Chairman, presented a BCCCP Certificate of Appreciation to representatives of the *Rural Missouri* newspaper.

In addition to helping BCCCP reach women in rural Missouri, they have provided larger advertising space at no additional cost and free ad space if available at press time. The award was accepted by the publication's editor, Jim McCarty, and advertising manager, Mary Davis.

BCCCP has had a long and successful working relationship with *Rural Missouri*, a monthly publication of the Missouri Electric Cooperatives. The publication is mailed from their headquarters in Jefferson City, to more than 440,000 rural and suburban residents around the state who are served by the Missouri electric cooperatives.

Rural Missouri is now the primary advertising medium to carry the BCCCP message to rural women, one of the most difficult target markets to reach. ■



Mary Davis, Advertising Manager of the *Rural Missouri*, looks on as the *Rural Missouri* editor, Jim McCarty, accepts the BCCCP Certificate of Appreciation from Jim Kelly, BCCCP Advisory Board Chairman.

Motorists Soon Will See PINK

(This article first appeared in the July 15, 2002, issue of *BJC TODAY*. It appears here by permission of author, Emily Barklage, ecb7976@bjc.org)

Soon, you can promote early detection and treatment of breast cancer just by driving to work every day. Breast cancer awareness license plates will be available Aug. 28 in Missouri, with \$25 from the cost of the plate going into a reserve fund for use by BCCCP.

The license plates are the result of many months of hard work by dedicated supporters. The Siteman Cancer Center helped craft the bill, HB2123, which was signed by Missouri Gov. Bob Holden at the Komen St. Louis Race for the Cure®

June 22. Missouri Rep. Joan Barry, RN, sponsored the bill.

"This plate is important for two reasons. Hopefully, it will heighten awareness. Perhaps as someone's driving down the road, it will be a reminder to get her mammogram or do her breast self-exam. Secondly, it helps make sure that every woman in Missouri is getting the proper treatment," Barry says.

"Rep. Barry has been instrumental and supportive of much health-care legislation. She was a driving force behind last year's Women's Health legislation that provided funding for breast cancer treatment for women," says Maryann Coletti, RN, Siteman government relations/patient advocate.

Coletti made the state capitol her home for five months this year, fulfilling her job description: to work on legislation that will impact quality care for cancer patients. "My bottom line is what's going to help the cancer patient get the best treatment possible," she says.

The breast cancer license plate is one of 30 plates available to Missouri drivers. In compliance with Missouri law, the plate must have a keeper of funds. The Missouri

Women's Council – a non-profit organization that promotes and increases women's economic and employment opportunities through education and training; occupational mobility; non-traditional careers; promoting women in small business; access to managerial jobs; and support service for families, such as child care – will maintain the funds from the breast cancer plate. ■



2002 Provider Conference

May 2-3, 2002



First Lady Lori Hauser Holden (center) provided the the opening address for the Conference. MaryPat Luebbering, BCCCP Professional Education Coordinator and Conference Coordinator (left), and Elisa Coonrod, BCCCP Southwest Regional Case Manager, pause for a photo opportunity.

education



Odie Dickens reminds us to "Pull My Own Little Red Wagon."

Dr. Todd Shaffer, UM-Kansas City School of Medicine and BCCCP Project Director for local health facilities, provides understanding about abnormal cervical exams, pap smears and the CDC policy.

Friends

▼ *Mae Stewart and Denise Foster (l to r) from Grace Hill Neighborhood Health Services, St. Louis.*



▲ *Kim Baker and Tami Hutchinson (l to r) from Family Care Center, Humansville, are happy to be at the conference!*

Healthcare professionals from around the state gathered at the Ramada Inn in Jefferson City, Missouri, to attend the 10th Annual Provider Conference.

The conference is dedicated to providing opportunities to improve one's skill and knowledge, both professionally and personally. ■



▲ *A group brainstorming with Dee Bale to answer a case scenario question during the Networking/ Problem Solving session.*



◀ *Cynthia Jefferson - BCCCP Advisory Board member and staff member of Family Health Center in Columbia, MO.*

FUN!

The Provider's Guide to Quality and Culture

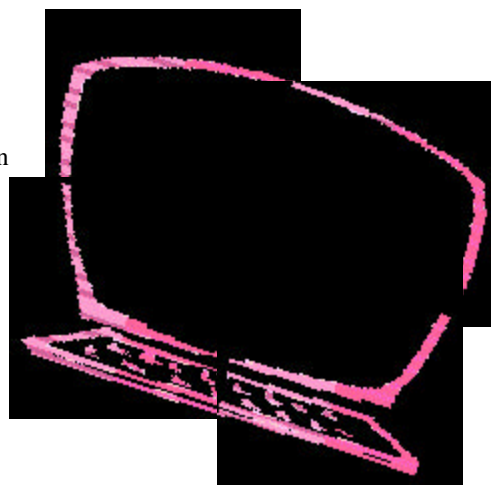
<http://erc.msh.org>

Management Sciences for Health (MSH) and the Bureau of Primary Health Care (BPHC) partnered to create this useful website designed to assist health care organizations throughout the U.S. in providing high quality, culturally competent services to multi-ethnic populations.

Recently expanded to include information on Arab Americans, Central Asians, South Asians, and Muslims, "The Provider's Guide to

Quality and Culture" already has existing sections with information on African Americans, Asian Americans, Hispanics/Latinos, Native Americans, and Pacific Islanders.

The guide includes information about Strengths and Protective Factors, Challenges to Health and Well-Being, and Principles for Culturally Competent Health Services for each group, as well as references and additional links. ■



Find BCCCP on the web at
www.dhss.state.mo.us/bcccpweb/welcome.htm

American Society for Colposcopy and Cervical Pathology (ASCCP)

www.asccp.com

The information found on the ASCCP website is well documented with the science behind policies decisions.

This website is used to clarify questions about the **2001 Bethesda System**. Also found on the ASCCP website is information on the **Consensus Guidelines**.

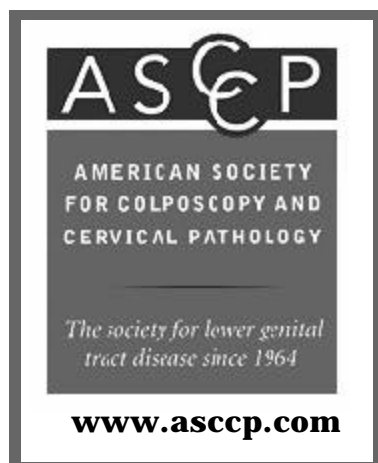
BCCCP is adopting the policies of the Consensus Guidelines and 2001

Bethesda System and will base their Regional Provider Training Updates on these policies. (*See page 8 for the Regional Provider Training Updates schedule.*)

The ASCCP led the development of the Consensus Guidelines. Included in the development committee were representative from 29 medical organizations and professional societies involved in women's health care.

The Consensus Guidelines, published in the April 24, 2002 issue of JAMA, are designed to provide clinicians involved in cervical cancer with up-to-date, evidence-based recommendations on how to manage women with abnormal Pap tests. It is expected that the Consensus Guidelines will be adopted nationally and bring standardization in the management of women with abnormal Pap tests.

All of the information on the ASCCP website is under copyright law and is not intended for use without written consent. ■



From the Quality Assurance desk ...

1. Please review each form to be sure the blanks are all filled in before sending in to BCCCP. Otherwise, staff will have to bother you with questions!
2. One of the areas frequently left blank or incomplete is the *Status of final diag/Final diag/Treatment*. This is a very important category and should not be overlooked.
3. Don't forget to review the back of the blue form and fill it in where appropriate. Save yourself a phone call from us!

Janet Wolken

Coalition News ...

American Indian Heartland Cancer Network

The mission of the newly formed organization, American Indian Heartland Cancer Network, in Kansas City is to identify and address barriers to regular cancer screening and to receive appropriate and timely treatment.



Dedicated to Healing
Native Women & Children

July 15-16, 2002: Several members attended the *Sacred Hoop Journey III*, at Pierson Community Center and Park in Kansas City, KS and promoted regional cancer programs, such as BCCCP, and other outreach activities. The *Sacred Hoop Journey III* made Kansas City one of its stops on their 16-city journey in June and July. The goal of the journey is to provide healing for Native American women and children. The 100 Eagle Feather Hoop of Nations will carry its gifts of Forgiveness, Healing, Unity and Hope on this 7,000 mile Journey. ■

Coalition of Hispanic Women Against Cancer

August 13, 2002: The Coalition of Hispanic Women Against Cancer enjoyed an anniversary celebration of six years of saving lives at the Fiesta Guadalajara Restaurant. First Lady Lori Hauser Holden was the guest speaker at the celebration dinner. ■

STL Partnership for Breast and Cervical Cancer Awareness

June 22, 2002: Coalition members Cora Bozeman and Betty Jefferson participated in the Komen Race for the Cure® held in downtown St. Louis. They, along with over 45,000 Race participants, applauded as the First Lady announced the passage of the bill for the Breast Cancer Awareness license plate. Afterward, Governor Holden signed the bill before participating in Race. (See related story on page 3.) ■



From left, Rep. Joan Barry, Missouri Gov. Bob Holden and First Lady Lori Hauser Holden at the Komen St. Louis Race for the Cure®. Rep. Joan Barry introduced the bill to establish the license plate program..

Breast and Cervical Cancer Awareness Coalition of Kansas City

June 8, 2002: For the past eleven years, the Samuel U. Rodgers Health Center in Kansas City sponsored a family health fair that attracts hundreds of families and friends. This year was no exception. Along with free health screenings offered to women, men, and children, the carnival-like atmosphere on the grounds surrounding the health center has something for just about everyone in the family.

Along with free mammograms provided by Samuel U. Rodgers BCCCP program, the Breast and Cervical Health Awareness Coalition of Kansas City staffed an educational booth on BCCCP from 8 to 3. The coalition's chairperson, Shirley Rainey, and co-chair, Officer Lindy Belton, along with members Renee Kerr, Mercyne Roby, and Sharon Maddox, shared the staffing duties for the booth, along with taking in a few of the activities with their families.

Meeting attendance increasing:

The meeting attendance for the Breast and Cervical Cancer Awareness Coalition of Kansas City is increasing and many members are attending regularly. Sharon Maddox, of the Kansas City Health Department and coalition member, has done her part to make this upward trend possible by reminding members of upcoming meetings with a personal phone call or e-mail.

Sharon also provides copies of business cards she collects from members, allowing members to easily contact one another in between meetings.

Guests are welcome to attend the meetings, held every other month on the 4th Wednesday from 12:00 to 2:00 at the Kansas City Health Department. If you have questions about the Breast and Cervical Cancer Awareness Coalition of Kansas City meeting, contact Sharon Maddox by phone, (816) 513-6265, or e-mail, Sharon_Maddox@kcmo.org ■



Regional Provider Update Presentations

Presentation of Year 11 Provider Guidelines are scheduled for the following locations and dates:

September 30, 2002 Jefferson City, Dept of Health and Senior Services
October 1, 2002 Columbia, Ellis Fischel Cancer Center
October 3, 2002 Poplar Bluff, Southeastern District Health Office
October 4, 2002 Cape Girardeau, County Public Health Center
October 7, 2002 Springfield, The Library Center
October 9, 2002 Liberty, Clay County Health Dept.
October 10, 2002 St. Joseph, Heartland Hospital West
October 21, 2002 St. Louis, Barnes-Jewish Hospital
October 23, 2002 Potosi, Washington County Health Department

Information on times and addresses of the meetings will be sent to the providers located in the area of the sites listed above.

If you have any questions or do not receive a notice prior to the week of the presentation in your area, please call the BCCCP main office at (573) 522-2845. ■

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